

# Eastern States Radio Corporation

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COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982  
COLUMBUS 16, OHIO  
WORTHINGTON 2-5277

March 4th, 1953

Miss Sandra Baron  
Program Director  
Radio Station WCSR  
Northampton, Massachusetts

Dear Miss Baron:

Hm. I have your letter of the 2nd stating that you sent in the survey in December. We have looked again, and checked with Lucky Strike, but we just don't have it.

So, if you have any record of what the survey showed, please fill in the enclosed form and return to us. If you don't have records, however, best to forget survey number one and proceed survey number two.

Of course we know you have a station out there and a pretty good one, too; but your letter of the 2nd was the first response to the several survey follow-up letters which have gone your way (for example, February 12th.) I'm sorry I had to be so ungentlemanly, but then we did get the information we had to have!

Re: the music shows WAMF is doing - as Ed explained, records are going to stations who have few or none. WCSR does have classical records, so you were not on that list. You are on the sales list, and, should a sponsor pick your school, you will of course be in on the part that counts mostest - the part for which you are paid.

Cordially,

*Robert R. Vance, Jr.*  
Robert R. Vance, Jr.  
Operations Manager

RV:lk

*6 pk. a week for 2-3 show.  
for next year.*

F. S. R. Coop.